

DI BRUNO BROS.
CULINARY PIONEERS SINCE 1939

CASE STUDY



Blueprint to Stencil
Migration



OuterBox
RESULTS-DRIVEN ONLINE MARKETING

OuterBox.com

THE PROBLEM

DiBruno Bros offers products that make great gifts during the holiday season. However, each time a customer wanted to ship a gift to more than one person, they would need to place multiple orders on the website or place the order by calling customer service.

In 2017 BigCommerce launched a new theme framework called Stencil. In doing so they created new functionality that is available to all BigCommerce stores leveraging their Stencil framework, including a new multi-ship checkout feature.

OUR APPROACH

OuterBox recreated the DiBruno Bros Blueprint theme utilizing the new Stencil Framework. Once the theme was updated, the OuterBox team was able to leverage the BigCommerce Multi-Ship checkout and create a better experience for DiBruno Bros.' customers looking to purchase for more than one recipient.

In addition, the OuterBox team made some custom modifications to the multi-ship checkout empowering the end user to not only select where the item would ship, but also when.

HOW WE DID IT

BigCommerce Stencil Framework

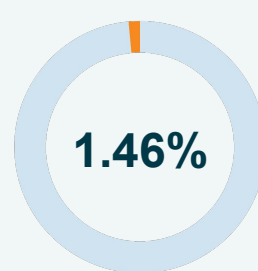
BigCommerce's new framework, meant to create a faster and better experience for the front end of the site

BigCommerce Multiship

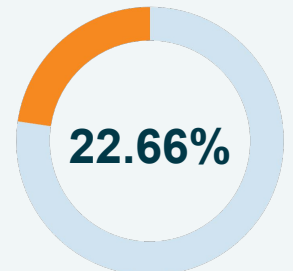
This is a checkout option for any BigCommerce Store using the Stencil Framework that allows a user to ship an order to multiple addresses.

THE RESULTS

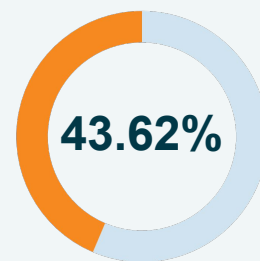
Year over Year during the Holiday Season



Increase in Conversion Rate



Increase in Average Order Value



Increase in Revenue

ANALYSIS & SUMMARY

After this project was completed, DiBruno Bros is now providing a better purchasing experience to their customers who want to be able to purchase multiple items and ship them to different addresses at different times. Having multi-ship work on the frontend has also reduced the volume of calls to customer service.

This theme migration has both empowered the end user and transformed how DiBruno Bros. can capture these highly valuable orders. DiBruno Bros. is now not only delivering incredible food and gifts, but also a great online gifting experience as well.

ABOUT DI BRUNO BROS.

Di Bruno Bros. is a pioneering specialty food retailer and importer that began with a modest shop in the now iconic South Philadelphia Italian Market in 1939. Today, Di Bruno employs more than 350 proud team members and has evolved into a community-driven enterprise with five retail locations, catering, import and e-commerce divisions.

ABOUT OUTERBOX

OuterBox helps numerous retailers, brands, and enterprises drive more profitable website traffic, improve conversion rates, and lower eCommerce costs. With over 10 years of eCommerce consulting and internet marketing experience, we have worked with market leaders in the travel, retail, manufacturing, and financial industries, and helped them exceed online growth expectations.

